

Position: Director of Digital Engagement & Narrative Strategy

Salary: \$65,000-\$70,000

Reports to: Executive Director

Location: Virtual (based in or with close proximity to Virginia for regular access to in-person events preferred)

About Equality Virginia: Equality Virginia advocates and organizes across Virginia to build a future where all Lesbian, Gay, Bisexual, Transgender, Queer, and broader spectrum of people (LGBTQIA+) thrive.

Equality Virginia's vision: At Equality Virginia, our values are the foundation of our work. They guide how we serve, advocate, and connect with LGBTQIA+ communities across the Commonwealth. As we pursue our strategic goals, we commit to upholding these core values in every initiative, relationship, and decision. Our commitments to Community, Equity, Perseverance, Impact, Empowerment, and Integrity reflect our dedication to creating a safer, more inclusive Virginia for all LGBTQIA+ individuals.

Community *We are dedicated to building a strong, interconnected LGBTQIA+ community across Virginia, fostering support, resilience, and a sense of belonging for all.*

Equity *We prioritize inclusivity and work tirelessly to address the unique needs and challenges of marginalized groups, especially those within BIPOC, trans, and rural communities.*

Perseverance *We are resilient and committed to creating long-term change, advocating for LGBTQIA+ rights and protections in all areas of Virginia, even when challenges arise.*

Impact *We strive to create meaningful, lasting change that improves the lives of LGBTQIA+ Virginians and strengthens the communities we serve.*

Empowerment *We believe in the power of LGBTQIA+ individuals to create change and are committed to providing resources, training, and opportunities that amplify their voices and build leadership capacity.*

Integrity *We hold ourselves accountable to our mission, values, and communities, conducting all actions with transparency, respect, and a commitment to upholding the rights and dignity of LGBTQIA+ Virginians.*

About our team: The Equality Virginia team is made up of 5 full time staff and a rotating number of interns. We will be in a virtual office starting in March of 2025, and staff is based throughout Virginia. We engage in a robust schedule of legislative & community engagement programming. 2025 marks 36 official years of Equality Virginia as an organization.

About the Role: Equality Virginia is seeking a candidate who takes a people-centered approach to storytelling and narrative development. This role sits at the intersection of digital engagement and community organizing, with a strong focus on uplifting the diverse lived experience of the LGBTQIA+ community in Virginia. The ideal candidate will combine communications expertise with community relationship-building, crafting narratives that authentically reflect a fuller story of what it is to be LGBTQIA+ in Virginia.

In this role you will design a comprehensive communication framework that drives a positive shift in public perception, builds understanding around LGBTQIA+ challenges, and solidifies Equality Virginia's influence. This position requires someone comfortable working remotely and collaborating with team members through virtual platforms like Slack and video meetings. We're looking for a candidate who is energized by the idea of sharing stories, fostering community connections, and exploring digital media trends, audience engagement, and narrative-shifting strategies.

Key Responsibilities:

- Develop and implement a comprehensive communications framework to positively shape public perceptions, deepen understanding of LGBTQIA+ challenges, and enhance Equality Virginia's impact and visibility.
- Build the organization's capacity to share the stories of LGBTQIA+ Virginians and highlight Equality Virginia's work.
- Engage with communities through events and other opportunities, fostering connections and supporting storytellers.
- Create systems and tools to elevate storytelling efforts, ensuring a balance between narrative development and the safety of LGBTQIA+ individuals in changing digital and policy landscapes.
- Provide narrative support for fundraising efforts, as well as contribute to graphic design, web design, and other multimedia projects.
- Stay informed about trends in digital media and audience engagement to advance Equality Virginia's mission effectively.

Qualifications and Skills:

- Familiarity with and a passion for working for LGBTQIA+ liberation and among LGBTQIA+ community.
- Proficiency in Google Suite.
- Ability to work independently and collaboratively, in a virtual team and office environment.
- Comfortable working with people of diverse lived experiences, including initial outreach and relationship building.
- Flexibility to work evenings or weekends for events and community response.
- Ability to manage multiple projects simultaneously.
- Comfortable drafting materials, receiving feedback, and crafting written and visual materials individually and as part of a team.

- Interest in narratives, and how we most clearly and authentically communicate people-centered stories.
- Strong writing skills, with an ability to convey complex ideas in plain language for maximum accessibility.

We especially encourage applications from people who have any of these additional qualifications:

- Passionate about LGBTQIA+ liberation, rooted in the leadership and expertise of LGBTQIA+ people.
- Committed to centering and building the leadership of LGBTQIA+ people within the movement.
- Proficiency in social media management tools and graphic creation (through Canva or other tools).
- Basic skills in photography, videography, and photo and video editing.
- Experience working within EveryAction.
- Fluency in talking about HIV and engaging in public health education.
- Community organizing experience.
- Experience in digital and media accessibility to include image description drafting and captioning.

Physical Requirements

- Must be able to remain in a stationary position 50% of the time
- This position will require occasional travel
- The person in this position may be required to sit or stand for extended periods, move objects up to 25 pounds, operate office equipment, open and close filing cabinets and boxes, observe visitors, and communicate messages by telephone.

Location Requirements

- Hybrid; must reside in the state of Virginia with ability to travel to Richmond once per month

Benefits

Equality Virginia is dedicated to providing all employees a competitive salary, 100% medical, dental, and vision coverage, generous paid time off and holidays, 401k plan with employer contribution, employee cell phone, paid parking, and a professional development stipend. The salary for this position is \$70,000. This is a full-time position.

You're interested but not sure you tick every box: If you're excited about this role but do not feel you meet every single criteria outlined above, we encourage you to apply anyway! Research tells us that individuals from historically excluded and marginalized groups tend to

self-select out of opportunities at higher rates. We are interested in finding the best fit for this work, someone who is aligned with our mission, goals, and values, and while we have a good idea of how we want to do this work, it's possible that in drafting this description, we didn't realize YOU were actually the ideal candidate. Let us have the chance to see if this is the right fit for both of us.

Equal Opportunity Statement: Equality Virginia is an equal opportunity employer to all regardless of gender identity, gender presentation, sex, sexual orientation, race, national origin, immigration status, parental status, disability, religious or political affiliation, age, veteran status, or history of arrest or conviction. We encourage LGBTQIA+ folks to apply.

Next Steps

Email jobs@equalityvirginia.org with a resume and cover letter that answers the questions below in PDF format. Please be sure to put "EQVA Narrative Communications" in the subject line of your email.

- Resume to include name, pronouns, phone, and email address. Formatted in whatever visualization you find most accessible, sharing a brief employment history, any educational background you find relevant, and relevant details about your experience and skills related to communications and/or organizing, or any of the qualifications or skills outlined above.
- A cover letter that presents us with more context as to why you're interested in and would be a good fit for this role. And, we welcome video, visual design, or other mediums sharing this information if you have a preference to share that information in some format different from a letter.

Here's what you can expect from our interview process:

- Application Review
- Panel Interview ~90 minutes
- Final interview (as needed)
- Any additional skills based interview work requested will be compensated
- Any changes to the timeline or application process will be communicated as close to real time as possible

If there are accommodations or clarifications needed, please submit those with your application and/or reach out to jobs@equalityvirginia.org.

Applications must be submitted by 6pm on January 3rd, 2025. We are looking to fill this position by February 10th, 2025.